

July 9, 2014

Hon. Lee Terry
Chairman
House Energy and Commerce
Subcommittee on Commerce, Manufacturing & Trade
2266 Rayburn House Office Bldg.
Washington, D.C. 20515

Hon. Jan Schakowsky
Ranking Member
House Energy and Commerce
Subcommittee on Commerce, Manufacturing & Trade
2367 Rayburn House Office Bldg.
Washington, D.C. 20515

Dear Chairman Terry and Ranking Member Schakowsky:

On behalf of our members across the country who are besieged by patent troll demand letters, the Direct Marketing Association (DMA) and the American Association of Advertising Agencies (4A's) thank you for your efforts to address patent troll demand letters through H.R. ____, the "Targeting Rogue and Opaque Letters Act of 2014." We truly appreciate your leadership.

We commend the Subcommittee's attempt to provide the Federal Trade Commission (FTC) with additional tools to protect victims from unfair and deceptive patent troll demand letters, including by enabling the FTC and state attorneys general to bring enforcement actions seeking civil penalties from such patent trolls. We look forward to working with you to further strengthen the bill's protections as it moves through the legislative process.

In conclusion, we believe patent troll demand letter legislation is a critically important aspect of, and compliment to, broader patent reform efforts being undertaken in Congress. To be sure, comprehensive reform is needed.

Again, thank you for your efforts to address this issue that is so important to our member companies across the country. We look forward to continuing our work with you.

Sincerely,

Peggy Hudson
Sr. V.P., Government Affairs
Direct Marketing Association

Dick O'Brien
Exec. V.P., Government Relations
4A's